



# Station Order Revised

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

Estimate ID

12057

**Contact:** Craig Lewis

**Email:** clewis@ksl.com

**Phone:** 801-575-5555

**Fax:** 801-575-5831

**Direct:** 801-575-5809

### KSL -TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KSL 5a News	EM	M-F		\$15.00	1	1	1	1	1			5
5:00 AM 6:00 AM		30		<b>\$75.00</b>								
KSL 6a News	EM	M-F		\$400.00	1	1	1	1	1			5
6:00 AM 7:00 AM		30		<b>\$2,000.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
Today Show	EM	M-F		\$950.00	1	1	1	1	1			5
7:00 AM 8:00 AM		30		<b>\$4,750.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
Today Show	EM	M-F		\$350.00	1	1	1	1	1			5
8:00 AM 9:00 AM		30		<b>\$1,750.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
Saturday Today	EM	Sa		\$15.00						1		1
6:00 AM 7:00 AM		30		<b>\$15.00</b>								
Sunday Today	EM	Su		\$120.00							1	1
7:00 AM 8:00 AM		30		<b>\$120.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
Sunday 9a News	EM	Su		\$125.00							1	1
9:00 AM 9:30 AM		30		<b>\$125.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
Today II	DT	M-F		\$100.00		1						1
9:00 AM 10:00 AM		30		<b>\$100.00</b>								
Rachael Ray	DT	M-F		\$60.00					1			1
10:00 AM 11:00 AM		30		<b>\$60.00</b>								
Studio 5	DT	M-F		\$85.00				1				1
11:00 AM 12:00 PM		30		<b>\$85.00</b>								
KSL Noon News	DT	M-F		\$160.00			1					1
12:00 PM 1:00 PM		30		<b>\$160.00</b>								
Sold out at LUR per KSL. Move to L2 to clear.												
Today III	DT	M-F		\$65.00	1							1
1:00 PM 2:00 PM		30		<b>\$65.00</b>								

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

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		Length			Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
Dr. Phil	EF	M-F		\$50.00	1	1	1	1	1			5
3:00 PM 4:00 PM		30		<b>\$250.00</b>								
Katie Couric	EF	M-F		\$300.00	1	1	1	1	1			5
4:00 PM 5:00 PM		30		<b>\$1,500.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
KSL 6:30p News	EN			\$385.00	1	1	1	1				4
6:30 PM 7:00 PM		30		<b>\$1,540.00</b>								
Sold out at LUR per KSL. Move to L2 to clear.												
KSL 5p News	EN	M-F		\$625.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30		<b>\$3,125.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
KSL 6p News	EN	M-F		\$675.00	1	1	1	1	1			5
6:00 PM 6:30 PM		30		<b>\$3,375.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
Saturday 6p News	EN	Sa		\$375.00						1		1
6:00 PM 6:30 PM		30		<b>\$375.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
KSL 10p News	LN	M-F		\$2,800.00	1	1	1	1	1			5
10:00 PM 10:35 PM		30		<b>\$14,000.00</b>								
Sold out at LUR per KSL. Move to L1 to clear.												
Saturday 10p News	LN	Sa		\$950.00						1		1
10:00 PM 10:35 PM		30		<b>\$950.00</b>								
Sold out at LUR per KSL. Move to L2 to clear.												
Sunday 10p News	LN	Su		\$2,000.00							1	1
10:00 PM 10:35 PM		30		<b>\$2,000.00</b>								
Sold out at LUR per KSL. Move to L2 to clear.												
Tonight Show	LF	M-F		\$350.00					1			1
10:35 PM 11:37 PM		30		<b>\$350.00</b>								
Sold out at LUR per KSL. Move to L2 to clear.												
<b>Station Gross Totals</b>				<b>\$36,770.00</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>3</b>	<b>3</b>	<b>61</b>

Suzanne Collins

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